

August 28, 2008

Mr. Calvin Jenkins
Office of Government Contracting
U.S. Small Business Administration
Washington, DC 20416

Dear Mr. Jenkins:

Enclosed is the U.S. Department of Education's FY 2009 Procurement Scorecard submission. The Small Business Program Plan was prepared in accordance with the summer 2008 guidance from the U.S. Small Business Administration.

As OSDBU Director, I am designated as the Department official responsible for deployment and implementation of the Department's small business program. If you need any additional information or wish to discuss this report further, please contact me at (202) 245-6301 or Kristi.Wilson@ed.gov.

Sincerely,



Kristi Wilson Hill, Ph.D., Director
Office for Small & Disadvantaged Business Utilization
U.S. Department of Education

Enclosures

FY 2009 Small Business Procurement Scorecard Report
U.S. Department of Education
Small Business Program Plan
Submitted August 28, 2008

Evaluation Measure #1 - Implemented strategic plan to increase the value of competitively awarded contracts to small businesses during the period.

The U.S. Department of Education has defined and continues to implement a comprehensive strategy to increase the value of competitively awarded contracts to small business concerns. This strategy is centered around the ongoing collaboration and partnership between the Office for Small and Disadvantaged Business Utilization (OSDBU), the Senior Procurement Executive, the Department's two contracting activities, and numerous program offices internally, and individual small business concerns, trade associations and large prime contractors externally.

The OSDBU will maintain the lead role in defining the small business program strategy, aligning and integrating its mission and implementing initiatives designed to improve program outcomes. OSDBU is led by a Director who serves as the principal policy advisor regarding small business programs, and reports to the Deputy Secretary through his Chief of Staff. The OSDBU staff is comprised of two team members, each with coordination responsibility for one or more of the small business socioeconomic program areas.

The OSDBU staff is augmented by individuals from each of the Department's contracting activities and other functional program areas that serve in a small business liaison role. These individuals are trained members of the acquisition workforce, and have extensive knowledge and experience as small business advocates. Their efforts support OSDBU by fostering improved program visibility and information exchange. The liaisons are strategically networked to enhance small business advocacy ED-wide.

ED's small business program team seeks to advance and integrate the program mission such that this Agency consistently increases the value of competitively awarded small business contracts. This will be achieved by:

- Providing exceptional service, support and technical assistance to the small business community in their endeavors to gain greater understanding of our culture, processes and practices, and awareness of opportunities available to them.
- Establishing and sustaining formal and informal strategic alliances with national and regional entities, to include Federal partners and professional/trade organizations, for the purpose of promoting programs and initiatives, fostering small business interests and identifying highly capable vendors to meet the contractual requirements established by our principle operating components (POCs).

- Developing and implementing strategies in collaboration with the acquisitions staff to educate all stakeholders and encourage reasonable and appropriate participation and partnering agency-wide in our efforts to achieve the Agency's established small business goals.

ED's overarching small business strategy incorporates three target areas: (1) outreach and marketing, (2) training and education, and (3) advocacy. Outreach and marketing will continue to receive a significant portion of the effort and attention, with the primary focus being the identification of experienced, highly qualified small vendors that are suited to meet ED's unique and varied requirements. The OSDBU team will maintain a current knowledge of the small business market, which will serve to support our advocacy efforts and validate recommendations for set-aside opportunities with program and contracting officials.

Based on review and analysis of our recent goal accomplishment, ED plans to incorporate new, special-emphasis activities and initiatives into its small business strategy, focusing on the Service Disabled Veteran-Owned Small Business Program (SDVOSB). Recently, ED has not achieved its SDVOSB procurement goals. The bulk of this new emphasis will be in the areas of training the ED acquisition workforce and outreach to the small business community. Additional fiscal and personnel resources will be allocated to support this focus. It is expected that additional focus on the SDVOSB program will yield increased awareness and understanding of the tenets of the program and enhanced utilization of the program in our overall small business procurement portfolio. Additional information regarding our SDVOSB special-emphasis initiative will be detailed in ED's FY 2009 SDVOSB Report and Plan Update.

Table 1 below reflects the outreach activities ED plans to sponsor and/or actively participate in during the 2009 fiscal year.

Table 1 – FY 2009 ED Small Business Outreach Schedule

Time Frame	Outreach Events Planned	Nature of Participation	Preference Group Target
Quarter 1	OSDBU Sponsored Vendor Outreach (3 per month)	One-on-one and small group sessions with Vendors	1 SDVOSB, 1 HubZone/8(a) & 1 WOSB
	GovConectx Small Business Conference (OCT & NOV)	Concurrent session and/or panel presentations, exhibit, and matchmaking	SDVOSB
	SDVOSB Outreach Day	Presentation, vendor networking and small group Q & A	SDVOSB
	Alliance Small Business Procurement Fair (NOV)	One-on-one and small group sessions with Vendors	SDVOSB, HubZone/8(a) & WOSB
Quarter 2	OSDBU Sponsored Vendor Outreach (3 per month)	One-on-one and small group sessions with Vendors	1 SDVOSB, 1 HubZone/8(a) & 1 WOSB
	GovConectx Small Business Conference (JAN & MAR)	Concurrent session and/or panel presentations, exhibit, and matchmaking	SDVOSB
	Trade Association (WIPP) Agency Spotlight (National Teleconference)	General audience presentation to WIPP membership, with Q&A	WOSB
	OSDBU Procurement Conference 2008	Concurrent session and/or panel presentations, exhibit, and matchmaking	All preference groups included

	RES 2008 National Small Business Conference	Concurrent session and/or panel presentations, exhibit, and matchmaking	All preference groups included
	U.S. Women's Chamber Nat'l Conference	Concurrent session and/or panel presentations, exhibit, and matchmaking	WOSB
Quarter 3	OSDBU Sponsored Vendor Outreach (3 per month)	One-on-one and small group sessions with Vendors	1 SDVOSB, 1 HubZone/8(a) & 1 WOSB
	GovConectx Small Business Conference (MAY)	Concurrent session and/or panel presentations, exhibit, and matchmaking	SDVOSB
	Trade Association (USWCC) Agency Spotlight	General audience presentation to USWCC membership, with Q&A and one-on-one matchmaking sessions	WOSB
	Eleanor Holms Norton Procurement Conference 2008	Presentation, exhibit and matchmaking sessions	SDB/HubZone
	Small Business Week (SBA)	Exhibit and matchmaking sessions	All preference groups included
	5th Annual National Veteran Small Business Conference & Expo	Presentation, exhibit and matchmaking sessions	SDVOSB
Quarter 4	OSDBU Sponsored Vendor Outreach (1 per month)	One-on-one and small group sessions with Vendors	All preference groups included
	MEDWEEK National SB Conference	Concurrent session and/or panel presentations, exhibit, and matchmaking	SDB
	Congressional Black Caucus National Conference	Concurrent session and/or panel presentations, exhibit, and matchmaking	SDB
	US Hispanic Chamber of Commerce National Conference	Concurrent session and/or panel presentations, exhibit, and matchmaking	All preference groups included

In recent years, progress toward attaining ED's negotiated small business procurement goals has increased each year. Overall small business achievement for FY 07 was 15.40% (percentage of ED-wide contract dollars awarded), and similar figures are anticipated for FY 08. Implementation of the strategy as described above is yielding positive results and substantial improvement toward our annual goals. The leadership across the OSDBU and contracting activities is committed to continual monitoring and modification of our strategy as necessary to effectively sustain the recent improvements and attain or exceed the established small business goals in FY 09 and ensuing years.

Evaluation Measure #2 – Demonstrated top-level Agency commitment to small business contracting during the period

During the FY 2009 rating period, ED will demonstrate top-level commitment to small business contracting using the following vehicles:

- Affirmative internal statements from the Secretary and/or Deputy Secretary via written correspondence to the Executive Staff (annual letter) supporting the award of contracts under socioeconomic procurement programs.
- Affirmative internal statement from the Deputy Secretary to executive staff and senior officials via verbal endorsement at senior staff meetings, reinforcing commitment to small business programs and procurement goal achievement (2 meetings per year).
- Affirmative statements from senior procurement officials via participation and/or presentation in pre-solicitation conferences, agency-sponsored outreach events, acquisitions-focused professional meetings, interagency initiatives, and ED-wide strategic acquisition planning meetings.
- Affirmative public statements from the Chief Acquisition Officer or Senior Procurement Executive during interviews with media, participation in outreach events with trade associations, and interagency meetings.
- Continued enforcement of the mandate to include small business goal achievement language in individual performance plans of all ED acquisition personnel (contracting officers, contracts specialists, and senior acquisitions managers).
- Senior-level monitoring of progress toward goal achievement via inclusion of small business metrics in ED-wide internal business intelligence publication (monthly publication).

Evaluation Measure #3 – Planned significant events to increase small business participation in the procurement process during the period.

The ED OSDBU team will not only continue to sponsor events, but also collaborate and participate regularly with strategic partners on outreach and marketing initiatives with a goal of increasing small business participation. ED OSDBU team is administratively organized in such a way that each team member has primary responsibility for planning and coordinating events and activities for one of the socioeconomic program areas. Additionally, the OSDBU Director will continue to actively participate in SBA-sponsored work groups, interagency-sponsored small business initiatives, and conferences sponsored by small business trade associations.

Following is a list of events, activities, and initiatives planned for FY 2009 by OSDBU, independently or in collaboration with other stakeholders:

- Conduct Vendor Outreach Days (typically 3 per month) – These sessions will provide individuals and/or small groups of vendors with an opportunity to engage the OSDBU team, program officials and/or contracting staff about opportunities to do business with ED. At these sessions, stakeholders are introduced to new businesses and business representatives are offered information and strategies on how to market their capabilities to ED. OSDBU develops individualized action plans for identified vendors and collaborates with vendors to guide and assist them in carrying the action plan forward.
- Conduct Bi-Monthly Trade Association Briefings - These sessions are held in alternating months, and provide various trade associations and small businesses advocacy organizations with an opportunity to voice their concerns, opinions and ideas, and obtain agency-specific information regarding ongoing small business program activities and issues. The information obtained is typically disseminated widely to the constituencies of the participating entities.
- Market and disseminate the annual “Forecast of Contract Opportunities,” which itemizes planned procurement opportunities. The Forecast, which is available online to ensure the widest possible

dissemination, is distributed to an established contact network of hundreds of vendors, developed through participation in external outreach events, and from contacts made through our vendor outreach activities.

- Initiate preliminary discussions with program officials, and all procurement planning meetings where OSDBU can actively advocate for small business utilization and increase awareness of participants about small business goals and program initiatives.
- Conduct quarterly socioeconomic focused matchmaking opportunities to encourage utilization of these small businesses, 8(a), HUBZones and service-disabled veteran-owned small business to address ED's contractual needs.
- Provide structured training and counseling to the contracting activities and program officials on relevant aspects of Federal Small Business Programs and to make purchasers aware of the benefits of working with small businesses.
- Conduct quarterly matchmaking sessions with ED prime contractors to foster partnering and subcontracting opportunities with small vendors.
- Provide training and counseling to small businesses on strategies for marketing to ED contracting activities and program officials to expand the base of small business firms selling to the Department.
- Participate in SBA and other Federal Agency-sponsored expos, conferences and trade fairs for the purpose of program marketing, outreach, matchmaking and networking.
- Circulate broadly, *Doing Business with the Department of Education*, a training and marketing tool developed by ED staff to serve as a reference and resource guide to both ED program officials and prospective contractors. This document provides program particulars, procedural guidance and reference information about the Agency organization, small business program and initiatives and, contracting opportunities, and emphasizes the socioeconomic program target areas.

Evaluation Measure #4 - Demonstrates that small business data are accurately reported in FPDS-NG during the period.

ED will continue to actively implement its plan to address the accuracy of data reported in FPDS-NG. The attached *Data Validation and Verification Plan*, which is implemented by the Senior Procurement Executive, is designed to ensure that all data are accurately reported in FPDS.

Evaluation Measure #5 - Demonstrates that policies and procedures are in place to ensure compliance with subcontracting plans and attainment of subcontracting goals during the period.

ED plans to continue actively executing its existing procedures and practices to ensure compliance with subcontracting plans and attainment of subcontracting goals. The OSDBU team will routinely exchange information with stakeholders to ensure their awareness of the established subcontracting goals and their understanding of roles and responsibilities in the process of implementing initiatives designed to attain those goals.

Contracting officials will routinely monitor the Electronic Subcontracting Reporting System (eSRS) inputs and reports to assess compliance with subcontracting goals. OSDBU staff and contracting officials will work collaboratively and leverage resources to identify and resolve issues related to

compliance with subcontracting plans, and to systematically track subcontracting goal attainment throughout the fiscal year.

The attached document entitled *Writing and Implementing a Contract Monitoring Plan, June 2007*, document describes the procedure for writing and implementing a contract monitoring plan (CMP). Specific information and guidance is provided to contracting officials regarding small business subcontracting.

Evaluation Measure #6 – Demonstrated no unjustifiable bundling has taken place during the period.

ED plans to continue actively executing existing established policies, procedures and practices to ensure that no unjustifiable bundling is occurring. The OSDBU staff exchanges information with stakeholders routinely to ensure their awareness of the established bundling restrictions, justification requirements, internal policies and historical issues. The Annual Bundling Report will be submitted to document findings from reviews of bundling activities.

Planned collaborative efforts of the OSDBU and contracting activities to address bundling-related issues include, but are not limited to:

- Provision of training and ongoing information exchange with contracting and program official.
- Active participation in the acquisition planning process, particularly with program and procurement officials who are responsible for defining the foundational requirements.
- Systematic review of statements of work by program officials, contract officers, Contract Review Board, and OSDBU staff to identify and address unjustifiable bundling of requirements.
- Coordinated consultation and review with assigned PCR on a case-by-case basis, as judged necessary by the OSDBU staff and/or other internal reviewers.

Evaluation Measure #7 – Planned training to contracting staff/managers in executing small business/socioeconomic procurements during the period.

The OSDBU plans to continue the use of various methods and venues to provide substantive training for contracting staff/managers focusing on the provision of information necessary to execute small business procurements. In general, the objective of training offered will be to define and describe federal socioeconomic programs as dictated by the Federal Acquisition Regulation (FAR) and local addendums, policies, procedures and initiatives that support and advance these programs. Training outcome measures may include increased level of consideration of use of socioeconomic program contract vehicles, number of OSDBU inquiries by program/contracting officials, and agency-wide progress toward goal achievement at the socioeconomic program level. Following are planned training activities:

- Quarterly in-house training sessions for contracting officials - OSDBU staff and guest presenters from SBA and other Federal agencies will deliver on-site training. The objective of the training will be to increase awareness and understanding among contracting personnel of the array of socioeconomic programs, and the program policies, procedures, and issue areas associated with each.

- Participation in off-site training – ED is committed to sending staff to participate in a course which provides comprehensive training on contracting with small business concerns. This course would be taught by Federal small business program experts and provide an overarching introduction to Federal small business contracting.
- Ad hoc training and technical assistance – The OSDBU staff routinely provides on-demand training and technical assistance to contracting and program staff across ED operating components. We will continue to work closely with staff to increase awareness and understanding of small business program initiatives through participation in the acquisition planning process. Our opportunities for training will occur during provision of pre-procurement consultation, active participation in procurement planning meetings, and technical support in the conduct of market research.
- Special Emphasis Training – The OSDBU staff in conjunction with Federal colleagues from the Center for Veteran's Enterprise will provide a series of four training sessions for contracting and program officials for the purpose of increasing awareness and understanding of the SDVOSB program tenets and its use as a valued option within our small business procurement strategy.

Evaluation Measure #8 – Planned to collaborate with SBA on formulation of small business procurement policy initiatives during the period.

As in the past, ED will continue its commitment to active participation with OMB's Office of Federal Procurement Policy and the Small Business Administration through the SBA sponsored Small Business Procurement Advisory Council (SBPAC) and Federal OSDBU Council. ED's OSDBU Director attends both Council meetings on a monthly basis, actively participates in initiatives emerging from these and related workgroups, serves on SBPAC/OSDBU Council subcommittees, and currently serves on the Executive Committee of the OSDBU Council.

Evaluation Measure #9 – Agency submits by attachment, copies of all strategic plans and reports that became due to SBA during the reporting period.

Table 2 below itemizes the reports due during FY 2009, based on current requirements and timelines. ED intends to submit these, and any others subsequently requested by SBA, by the annotated due dates unless otherwise directed.

Table 2 – Summary of Reports Due to SBA

Report Title	Submission Status
FY 2008 SBIR Annual Report	To be submitted by March 15 th deadline
FY 2008 STTR Annual Report	N/A - ED does not participate in this program
Competitive Demonstration Program Report	N/A - ED does not participate in this program
FY 2009 SDVOSB Annual Report and Update	Planned submission by March 1 st
FY 2008 Annual Contract Bundling Report	Planned submission by April 30 th
FY 2009 WOSB Semi-annual Status Report	Planned submissions in April and October 2009
FY 2008 Corrective Actions Report	Planned submission by April 30 th